



**DECLARATION AND POWER OF ATTORNEY
FOR PATENT APPLICATION**

(COMPLETE IF KNOWN)

Application Number	09/929,506
Filing Date	August 14, 2001
Group Art Unit	2611
Examiner	To be Assigned

Attorney Docket Number	3063/43
First Named Inventor	Gerba

This declaration is *(check one)*:

- ☐ submitted with initial filing;
☒ submitted after initial filing;
☐ a supplemental declaration.

This application is of the following type:

- ☒ utility;
☐ design;
☐ national stage of PCT;
☐ divisional, continuation or continuation-in-part.

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor *(if only one name is listed below)* or an original, first and joint inventor *(if plural names are listed below)* of the subject matter which is claimed and for which a patent is sought on the invention entitled

**SYSTEM AND METHOD FOR DISPLAYING ADVERTISING IN AN
INTERACTIVE PROGRAM GUIDE**

the specification of which: *(check one)*

- ☐ is attached hereto; or
☒ was filed on August 14, 2001 as U.S. Application Serial No. 09/929,506 and is/was amended on _____ *(if applicable)*;
☐ was described and claimed in PCT International Application No. _____, filed on _____ and was amended under PCT Article 19 on _____ *(if applicable)*.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56.

I hereby identify below, and where indicated claim foreign priority benefits under Title 35, United States Code §§ 119(a)-(d) or §§ 365(a)-(b) of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America, filed within 12 months (6 months for design) prior to this application, and have also identified below any foreign application(s) for patent or inventor's

certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) on which priority is claimed (if any):

Foreign/PCT Application Number	Country	Filing Date (MM/DD/YYYY)	Priority Claimed	
			<input type="checkbox"/> Yes	<input type="checkbox"/> No
			<input type="checkbox"/> Yes	<input type="checkbox"/> No
			<input type="checkbox"/> Yes	<input type="checkbox"/> No

I hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional application(s) listed below (if any):

Provisional Application No.	Filing Date
60/225,209	August 14, 2000
60/283,921	April 16, 2001

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT International Application designating the United States of America listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT international application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

U.S./PCT Parent Application No.	Filing Date	Status (<i>Patented, Pending, or Abandoned</i>)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

As a named inventor, I hereby appoint the following attorney(s) or agent(s) with full power of substitution and revocation to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Seth H. Ostrow, Reg. No. 37,410
Pamela G. Maher, Reg. No. 40,712
Ralph F. Hoppin, Reg. No. 38,494
Silvana Merlino, Reg. No. 44,237
Brooke W. Quist, Reg. No. 45,030

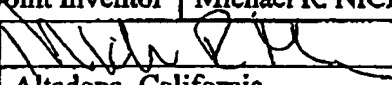
Frank J. DeRosa, Reg. No. 26,543
Leslie Restaino, Reg. No. 38,893
Matthew J. Marquardt, Reg. No. 40,997
Frederick Yu, Reg. No. 45,251
James W. Woods, Reg. No. 47,184

Direct all correspondence to:

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900 Third Avenue
New York, New York 10022

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Full Name of Sole or First Inventor	George GERBA		
Inventor's Signature		Date	
Residence	Venice, California	Citizenship	USA
Post Office Address	1338 Treston Way, Venice, California 90291		

Full Name of Second Joint Inventor	Michael R. NICHOLS		
Inventor's Signature		Date	12/14/01
Residence	Altadena, California	Citizenship	USA
Post Office Address	1523 East Mendocino Street, Altadena, California 91001		

(check one) Sheets containing additional joint inventors ☐ are, ☒ are not attached hereto.



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certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) on which priority is claimed (if any):

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Inventor's Signature		Date	12/14/01
Residence	Venice, California	Citizenship	USA
Post Office Address	1338 Treston Way, Venice, California 90291		

Full Name of Second Joint Inventor	Michael R. NICHOLS		
Inventor's Signature		Date	
Residence	Altadena, California	Citizenship	USA
Post Office Address	1523 East Mendocino Street, Altadena, California 91001		

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